

THE REVIEW

Vol. XXXV—No. 5

January 9, 1941



Still the Tide of Golden
Orders Pours In!

You're Doing a Big Job
and Doing it Well!

Remember Your Fourth Week Wire Reports!

Wednesday, January 15th
Saturday, January 18th

HOPE SPRINGS ETERNAL

*Happy is the man within whose breast
There springs eternal hope!
For him tomorrow always dawns,
For him, while others grope
In dark, there is the vision of a day
When toil shall bear its fruit,
When things he dreamed will come to him,
His labor and his faith to suit.*

*It's hope that makes a merry eye,
That makes a smiling face;
It's hope that bids our fears be gone
And sunshine take their place;
It's hope that makes the grave a step
To immortality--
God has hope, and we may share
In His Divinity.*

*Hope thou till death shall come
To terminate life streams,
Beyond the failures of today
Keep dreaming dreams!
The victor's crown may come to you,
Or defeat your way attend,
But hope must have no sunset hour,
It's day shall never end!*

—BARTON REES POGUE.

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, JANUARY 9, 1941

No. 5

DOMINATE YOUR TERRITORY IN 1941

KEEP ON RUNNING IN JANUARY

The success of your business in 1941, to my mind, is almost entirely dependent upon the foundation you are laying during these early weeks. Are you riding along on the crest of the waves depending on the momentum of the early season, or are you taking advantage of the enthusiasm in the early weeks, with all sails unfurled and the motors running full tilt?

I know you will keep on running in January to make every minute count. Your letters are brimful of enthusiasm and determination. I know you will continue to remember what a little extra time, a little extra money, a little extra effort will do for you many times. It will help you to dominate your territory.

WATCH YOUR POINTS IN THE EARLY BIRD CONTEST
KEEP YOUR EYE ON YOUR ORANGE QUOTA
FIGHT FOR THOSE \$1,000 WEEKS
MAKE SURE OF YOUR B.E.D. BEFORE YOU RETIRE, AND
RECEIVE THE PRESIDENT'S AWARD.
(I want to buy YOU a NEW HAT.)

Some of you new men are making splendid records, and you are all enthusiastic and determined. Don't forget to

spend an hour or two every evening in study. Get out those Jot It Down Books and go through some of the notations on the different sessions that we had at conventions and while these days it is a case of working with a bang, bang, bang, and a regular grasshopper type of salesmanship, nevertheless, the thing that makes us all feel good is an order or more a day. As I have said many times, if they don't click by noon or two o'clock, try out one of your pet ideas—the thing that appeals to you most and you feel sure you can sell—get an order, then go after them again. We all know there is a big kick in writing the big ones, but there is just as big a kick in writing the smaller ones because they pile up.

We get your wires again tonight, January 8th, and I wish I could have the opportunity tonight of saying hello to every man on the force and personally thanking each one of you for what you have done. The wires and reports are sweet music. You are making a real record, one that we are all mighty proud of. There is no question but what the Line is just what it should be—the outstanding line in the field today—and you are cashing in on it.

We get your WIRES SATURDAY NIGHT, JANUARY 11th, this week, as well as WEDNESDAY NIGHT, JANUARY 15th and SATURDAY NIGHT, JANUARY 18th of the FOURTH WEEK. We will each time give you the good news in a Bulletin, which many times you can use as a talking point with customers and prospects.

LET'S KEEP RUNNING IN JANUARY TO GET THE MOMENTUM TO GO ON FOR THE YEAR THAT WILL MAKE US ALL HAPPY! WATCH YOUR TIME DOLLARS! MAKE TIME YOUR FRIEND, NOT YOUR ENEMY! TAKE GOOD CARE OF YOUR HEALTH! WE'RE GOING TO FINISH WHAT WE STARTED.

J. Mackey

DOMINATE YOUR TERRITORY WITH G-B SERIAL PICTURES

On wire nights and in daily mail receipts we have had one thrill right after another. Every subject in the line has won highly competitive orders, proving there isn't a mediocre picture in the line. The greatest thrill of all, however, is the tremendous success of all our follow-up series.

"I See by the Papers" promises to lead all its predecessors in the Rogers series, and as Paul Winter of Pennsylvania pointed out, "What a natural for newspapers." They all need to build good will. The title, "I See by the Papers," is a definite tie-up and to have as its personal representative a newspaper could do no better than to use the world's greatest newspaper columnist.

"Be Sure You Are Right, Then Go Ahead" and "Spanky's Safety Patrol" are the most attractive of all safety pictures and tell the story in a more human way than any predecessors.

Adelaide Hiebel's "Happy Bluebird Family" leads as usual all kiddie pictures, and it is my hope that in addition to the hundreds and hundreds of regular Bluebird buyers that every salesman will start early building new accounts that will also repeat year after year as the Anderson Furniture Company has since the idea was first introduced. Remember, in Dallas, Texas, a Bluebird picture means the Anderson Furniture Company, and likewise, the Anderson Furniture Company means a Bluebird picture.

Bradshaw Crandell's "Peekaboo" will be a leader, and there are other follow-ups in the G-B line that are history making successes, like "Rah! Rah! Rah!", "My Bonnie Lies Over the Ocean," etc.

You can mow competition down by building customers on our follow-up pictures. You have no competition on them.

James R. Talcott

BUSINESS IS BOOMING!

The long-looked-for business boom has arrived with the advent of the new year, and it's needless to tell you that it exceeds our fondest hopes.

From coast to coast, Gerlach-Barklow salesmen are piling up new and unheard-of records for both orders and volume.

We cannot even attempt to give you a comprehensive list of sales and have been compelled to pass up thousands of fine sales which run below the \$100 minimum which we've set. And if it happens that we miss a few hundred orders that run over the \$100 mark, don't feel badly, for we assure you it's unintentional, and due to the tremendous press of early business.

Thanks and thanks again for the wonderful job you're doing.

Jim Hartman, of Kansas, made a \$1,754 sale of R19 Religious Calendars to a FUNERAL DIRECTOR, an old customer.

Herman F. Grotte, of Texas, made a \$1,000 sale of assorted funeral director supplies to a FUNERAL HOME, an old customer.

Geo. H. Maloney, of New York, made an \$800 sale of direct mail advertising service, using the Twelvetrees kiddies, sold to an ELECTRIC CONTRACTOR AND SUPPLY COMPANY, an old customer.

Sam Haynes made a \$625 sale of "Hello Everybody," to a MANUFACTURING CHEMIST, an old customer.

Charlie Chamberlain, of Pennsylvania, made a \$609 sale of the new Will Rogers subject, in hangers and deluxe calendars, to a TRANSPORTATION COMPANY, an old customer.

Harry Evans, of New York, made a \$560 sale of the new "Spirit of America" in R9 hangers, sold to a MANUFACTURER OF SOFT DRINKS, an old customer.

Nick Osburn, of Illinois, also made a \$560 sale with the same subject, to a CUSTOM SHOE MANUFACTURER, an old customer.

Isidor Siegel, of New York, made a \$575 sale of "The Guiding Hand," and "I See by the Papers," to a COAL DEALER, to advertise dependable quality and service.

Craig Sohn, of Ohio, made a \$406 sale of the new Will Rogers picture, in billboards and hangers, to a BLUE PRINT COMPANY, an old customer.

Geo. H. Maloney made a \$270 sale of Class X "Sailing Ship" blotters, to an INSURANCE AGENCY, an old customer.

Howard Kersey, of Pennsylvania, sold "Peekaboo" in R5 billboards, to a MANUFACTURING CONCERN for \$208.

Mr. Kersey also sold "My Bonnie Lies Over the Ocean" in R2 billboards, to a REAL ESTATE CONCERN for \$101.

Jut Laing, of Illinois, sold "Be Sure You Are Right, Then Go Ahead," in billboards and hangers, to an INSURANCE AGENCY for \$210.

Leo Levin, of Utah, sold the complete Safety First campaign, "Be Sure You Are Right, Then Go Ahead," to a PUBLISHING HOUSE for \$241.

R. H. Lipford, of North Carolina, made a \$354 sale of the new Will Rogers subject, in billboards and hangers, to a MANUFACTURING CONCERN, an old customer. Mr. Lipford also sold 500 R19 Religious Calendars to a FUNERAL DIRECTOR, and 500 R19 Protestant calendars to another FUNERAL DIRECTOR.

A. McWilliams, of West Virginia, made a \$200 sale of the new Will Rogers subject, in billboards and hangers, to a LAUNDRY.

E. E. Meyer, of Pennsylvania, sold "Steady" and "Springtime," to a CHEVROLET DEALER, an old customer.

Marvin Mitchell, of Illinois, made a \$125 sale of "Be Sure You Are Right, Then Go Ahead," to a SERVICE STATION.

Mr. Mitchell also sold "My Blue Heaven" in R9 and R15 hangers, to a DEALER IN AUTOMOBILE PARTS.

Albert J. Morrier, of Massachusetts, made a \$142 sale of business calendars to a SAVINGS BANK.

Mr. Morrier also sold a \$100 order of Safety First billboards, "Be Sure You Are Right, Then Go Ahead," to a GARAGE.

Mr. Morrier made a third sale of "Come Back Here" to a LUMBER DEALER for \$105.

Dan Morrissey, of New York, made a \$250 sale of Religious Calendars to a FUNERAL DIRECTOR, an old customer.

Mr. Morrissey also made a \$100 sale of R19 Religious Calendars to another FUNERAL DIRECTOR.

Larry Moss made a \$120 sale of "Rah! Rah! Rah!" to a FORD DEALER.

A. A. Muldrew, of Kansas, made a \$174 sale of "Spanky's Safety School" to a BUILDING AND LOAN ASSOCIATION.

Mrs. Fannie Peterson, of Ohio, sold "The Guiding Hand" in billboards and utility calendars, to a COAL DEALER for \$150.

E. P. Pittman, of Texas, made a \$215 sale of "Scenes of My Childhood" in S256 "Better Homes and Gardens" calendars, to a GROCERY STORE, an old customer.

Frank Raitz, of Ohio, sold 350 R2 billboards, "Come Back Here," to a FUEL AND STOKER DEALER for \$311.

Mr. Raitz also made a \$300 sale of R19 Religious Calendars to a FUNERAL DIRECTOR.

And here's Mr. Raitz the third time with a \$138 sale of business calendars to an INSURANCE AGENCY.

C. M. Roadstrum, of Michigan, sold the new Will Rogers calendar to a CONTRACTOR for \$195.

Mr. Roadstrum also made a \$105 sale of "Be Sure You Are Right, Then Go Ahead," to an OPTOMETRIST.

Jack Saunders, of Michigan, made a \$101 sale of "Sunrise" in R2 billboards, to a COAL DEALER.

W. A. Scheafer, of Pennsylvania, made a \$265 sale of R19 Religious Calendars to a FUNERAL DIRECTOR.

Mr. Scheafer also made a \$100 sale of "Spanky's Safety School" in R5 billboards, to a COAL DEALER.

Mr. Shadle, of Iowa, made a \$108 sale of Bluebird post cards to a COAL DEALER, a new customer.

Craig Sohn, of Ohio, made a \$118 sale of "Rah! Rah! Rah!" in billboards and art mounts, to a FUNERAL DIRECTOR.

Mr. Sohn also sold the "Rainbow Fishing Fleet" in DeLuxe calendars, to a FUNERAL HOME for \$101.

Mr. Sohn appears again with a \$100 sale of "Springtime in the Forest" and "Houghton Mill," to a FUNERAL HOME.

F. M. Stevenson, of Oregon, made a \$138 sale of News Quiz using the "Spirit of Youth" series, to a BOX MANUFACTURER.

Mr. Stevenson also made a \$180 sale of R19 Religious Calendars to a FUNERAL HOME.

Mr. Steward, of Maine, made a \$101 sale of "Proud Mothers" in R2 billboards, to a FORD DEALER.

Bert Stiff, of Illinois, made a \$161 sale of R19 Religious Calendars to an INSURANCE AGENCY.

Leon Terry made a \$137 sale of metal desk calendars to a FUNERAL HOME to advertise their ambulance service.

Mr. Terry also sold "Rah! Rah! Rah!" in R15 to a COAL DEALER for \$100.

Glenn Woods, of California, made a \$114 sale of "Silver Dawn" in DeLuxe calendars, billboards and hangers, to a ROOFING CONTRACTOR.

Fred Bell made a \$121 sale of funeral directors' service to a FUNERAL HOME.

Fred Bell also made a \$180 sale of R19 Religious Calendars to a FUNERAL DIRECTOR.

Ben Bercovit, of Pennsylvania, made a \$108 sale of "Steady" in billboards and hangers, to a COAL DEALER.

Mr. Bercovit also made a \$100 sale of "Their Priceless Heritage" to a BEVERAGE MANUFACTURER.

Mr. Caldwell, of Oklahoma, makes a \$285 sale of the new Will Rogers subject, in DeLuxe calendars and hangers, to a STATE BANK.

P. C. Earl, of New York, made a \$300 sale of "My Bonnie Lies Over the Ocean," to an ICE MANUFACTURER.

Mr. Earl also made a \$100 sale of "My Blue Heaven" to a MANUFACTURING CONCERN.

Mr. Earl makes his third appearance in the column with a \$150 sale of "Here Peace and Happiness Abide" and "My Blue Heaven," sold to a STORAGE WAREHOUSE AND VAN COMPANY.

P. H. Keboch, of Pennsylvania, made a \$232 sale of "Puppy Love," to an ICE CREAM MANUFACTURER.

Harry Evans, of New York, made a \$126 sale of News Quiz to an UPHOLSTERER, a new customer.

Ben Bercovit, of Pennsylvania, made a \$100 sale of the new Will Rogers picture to a FUNERAL HOME.

Chas. J. Clark, of Illinois, sold 500 "My Diary" Baby Books to a PHOTOGRAPHER for \$105.

Chas. Clayton, of Pennsylvania, made a \$380 sale of "Be Sure You Are Right, Then Go Ahead," Safety First calendars, to a DAIRY, a new customer.

Mr. Clayton also sold Safety First calendars to a REAL ESTATE AND INSURANCE AGENCY. This last order amounts to \$165.

Mr. Clayton appears again with a \$100 sale of "Steady" in R16 to a STEEL PLANT EQUIPMENT CORPORATION.

Guy Dean, of Georgia, made a \$312 sale of "Be Sure You Are Right, Then Go Ahead," in billboards and hangers, to an OIL COMPANY.

J. B. Kasper, of Tennessee, sold 100 R2 billboard calendars, "Houghton Mill," to a FIRST NATIONAL BANK for \$110.

P. H. Keboch sold 500 R19 Religious Calendars to a FUNERAL DIRECTOR.

Fred Bell made a \$600 sale of "Happy Bluebird Family," "Clipper Ship Surprise," "Their Priceless Heritage" and R19 Religious Calendars, to a FUNERAL DIRECTOR. Mr. Bell also sold "When Good Fellows Get Together," to a COAL AND ICE DEALER for \$120.

And here's Mr. Bell again with a \$400 sale of Safety First calendars to a MERCANTILE CONCERN, an old customer.

Fred Bell appears in the column once more with a \$100 sale of "Be Sure You Are Right, Then Go Ahead," sold to a FUNERAL DIRECTOR. And here he is again with a sale of "Houghton Mill" to a FUNERAL HOME for \$115.

Ben Bercovit makes a \$106 sale of "Proud Mothers," in billboards and hangers, to a MANUFACTURER OF METAL ROOFING.

Ralph Bond, of Wisconsin, made a \$152 sale of "The Guiding Hand" DeLuxe calendars, to a STATE BANK.

E. A. Bottiggi, of Vermont, made a \$131 sale of "Spanky's Safety School" a complete campaign, to a BEVERAGE DISTRIBUTOR.

Allen Cooper, of Illinois, made a \$110 sale of R19 Religious Calendars to a FUNERAL HOME.

Perc Earl appears again in the column with a \$177 sale of R19 Religious Calendars to a FUNERAL DIRECTOR.

Harry Etter, of California, made a \$412 sale of "Hello Everybody," and "The Joy of Living," sold to a BOX MANUFACTURER.

W. E. Gibson, of Pennsylvania, made a \$245 sale of "Springtime" and "Scenes of My Childhood," to a LUMBER DEALER.

Ben Hartman, of Colorado, made a \$103 sale of "Rah! Rah! Rah!" to an ELECTRIC SUPPLY DEALER.

Mr. Hartman also made a \$150 sale of "Joy of Living," to an EMPLOYMENT AGENCY.

P. H. Keboch, of Pennsylvania, sold 500 R19 Religious Calendars to a FUNERAL DIRECTOR.

Geo. W. Ballard, of West Virginia, made a \$100 sale of billboard calendars, "Down on the Farm," sold to an ICE CREAM MANUFACTURER.

Ralph Bond, of Wisconsin, made a \$119 sale of "Be Sure You Are Right, Then Go Ahead," to a LUMBER DEALER.

F. A. Britton, of Massachusetts, sold "Here Peace and Happiness Abide," in the "Better Homes and Gardens" calendar, to a REAL ESTATE COMPANY for \$132.

Chas. Clayton, of Pennsylvania, made a \$137 sale of "An Autumn Rhapsody" to a COOPERAGE MANUFACTURER.

L. T. Cunningham, of Louisiana, sold "Happy Bluebird Family" in billboards and hangers, to a FUNERAL HOME for \$288.

G. D. Falls, of Indiana, sold "Spanky's Safety Patrol" to SHERIFF FELGER for \$169.

Those of you who were fortunate enough to receive a Year Book will know the story of Sheriff Felger, and will be glad to see this repeat order.

J. C. Gribben, of Florida, made a \$214 sale of the Will Rogers subject, a complete campaign, to a BUILDERS' SUPPLY DEALER.

Herman F. Grotte sold "Silver Dawn" to a HARDWARE DEALER for \$102. Mr. Grotte also sold "Spirit of America" in R4 billboards, to this same customer.

Sam Haynes, of Texas, sold "Be Sure You Are Right, Then Go Ahead," in billboards and hangers, to a FUNERAL DIRECTOR for \$106.

Mr. Haynes also sold "Forever Yours" in HG4253 to a JEWELER for \$165.

Clifford Higgins, of Minnesota, sold "Happy Bluebird Family" in DeLuxe fold-overs and hangers, to a DRY CLEANER for \$100.

Leo Himelhoch, of Michigan, made a \$102 sale of business calendars to a ROOFING AND SIDING COMPANY.

Mr. Himelhoch also sold "Happy Bluebird Family" in billboards, hangers and DeLuxe calendars, to a DRY CLEANER for \$166.

R. A. McCune, of Maryland, made a \$188 sale of "Here Peace and Happiness Abide," to a DEALER IN COAL AND BUILDING SUPPLIES.

Miss Katherine Melcher made a \$143 sale of "The Guiding Hand" in R15, to a STATE BANK.

Larry Moss, of North Carolina, sold S243 Telephone Calendars to a FUNERAL HOME for \$220.

A. A. Muldrew, of Kansas, made a \$207 sale of holiday greetings No. 4265 to a BAKERY.

John Mur, of California, sold business calendars to a NATIONAL BANK for \$110.

L. B. Nobles, of Texas, sold "Down on the Farm," in billboards and DeLuxe calendars, to a GARAGE.

Mr. Nobles also sold News Quiz "Kiddie Ambitions," to a TANK MANUFACTURER, for \$227.

Tom Orvis, of Ohio, made a \$200 sale of "Houghton Mill" to a MERCANTILE CONCERN.

Jack Sanders, of Missouri, sold "Spanky's Safety Patrol" to a FUNERAL DIRECTOR for \$128.

J. M. Saunders, of Michigan, sold "Spanky's Safety Patrol" to a COAL DEALER for \$101.

Mr. Saunders also sold "Be Sure You Are Right, Then Go Ahead," to a COAL DEALER for \$174.

Fred Bell sold "Peekaboo" to a big TRANSPORT COMPANY for \$577. Which just goes to show how well it pays to get a regular customer started on the Crandell girl and parrot subjects that repeat from year to year.

Mr. Bell also made a \$267 sale of "Be Sure You Are Right"—a complete Safety First campaign—sold to a FUNERAL DIRECTOR.

Jim Hartman sold the new Will Rogers campaign to his favorite FUNERAL DIRECTOR customer for \$523.

Jack Saunders (our own Jack) from Michigan made a \$354 sale of "Autumn Rhapsody" to a LUMBER DEALER to advertise "A NAME THAT GROWS WITH THE YEARS."

Bill Herrmann—also of Michigan—sold the complete Safety First campaign—"Be Sure You Are Right" to a COAL DEALER for \$312.

Perc Earl made a \$346 sale of "Steady" to a BUILDERS' SUPPLY COMPANY.

Mr. Earl also sold Autumn Rhapsody" to a WHOLESALE MEAT AND PROVISION DEALER for \$202.

C. L. Lewellen of Ohio sold "Autumn Rhapsody" to a WHOLESALE PAPER DEALER for \$415.

E. G. Lathrope of Texas made a \$343 sale of "Happy Bluebird Family" to a FURNITURE DEALER.

Ryan S. Perry of New Jersey sold R19 Religious Calendars to a FUNERAL DIRECTOR for \$450.

Art Vores sold "Clipper Ship Surprise" to a MERCANTILE CONCERN for \$350.

G. R. Russell of Idaho made a \$367 sale of the new Will Rogers subject in the Better Homes and Gardens calendar, sold to a MUTUAL LIFE INSURANCE COMPANY.

Allen Cooper sold "My Blue Heaven" to a BAKERY for \$365.

Ed Sierer sold R19 Religious Calendars to a FUNERAL DIRECTOR for \$342.

George B. Corrigan of Washington sold "Silver Dawn" to an INSURANCE AGENCY for \$286.

Herman F. Grotte made a \$280 sale of "My Blue Heaven"—a complete campaign—sold to a MERCANTILE CONCERN.

John L. Smith made a \$250 sale of "Spirit of America" to a FUNERAL DIRECTOR. This sale was made to Porter Loring who made such a tremendous hit last year with "Their Priceless Heritage" (see G.-B. Year Book for fuller information concerning Mr. Loring's distribution method).

Elsewhere in this issue of REVIEW you'll find a letter from Mr. Smith telling more about the new order.

HELP! HELP!! HELP!!!

We'd like to keep right on telling you more in detail about the many fine sales you're making, but the printer tells us it's time to go to press, so we'll have to boil down just a few of the better sales and list 'em all in a bunch as follows:

Salesman	State	Line of Business	Subject	Amount
S. E. ADAMS,	Colorado	Nursery	Spirit of America	\$165
J. F. ANDERSON,	Idaho	Laundry	Peekaboo	100
W. F. DUNLAP,	Georgia	Auto Parts	My Blue Heaven	157
KING GERLACH,	Florida	General Merchandise	Will Rogers	100
H. A. GORSUCH,	Colorado	Laundry	Bluebird	208
W. W. HARRISON,	Mass.	Insurance	Autumn Rhapsody	200
JIM HARTMAN,	Kansas	Mortuary	Spanky Patrol	100
JIM HARTMAN,	Kansas	Factory Supplies	Springtime	166
BILL HERRMANN,	Mich.	State Bank	Silver Dawn	146
BILL HERRMANN,	Mich.	National Bank	Peace and Happiness	200
BILL HERRMANN,	Mich.	National Bank	Business Calendars	143
BILL HERRMANN,	Mich.	Hardware	Spanky Patrol	100
CLIFF HIGGINS,	Minn.	Creamery	Bluebird	100
J. R. LAING,	Illinois	Mercantile Company	Forever Yours	103
R. A. McCUNE,	Maryland	Coal	My Blue Heaven	160
H. F. RICKER,	Mass.	Insurance	Business Calendars	190
FRED BELL,	Michigan	Coal	Be Sure You Are Right	136
BEN BERCOVIT,	Penna.	Coal	Spanky Patrol	101
E. BOTTIGGI,	Vermont	Memorials	My Blue Heaven	121
LOU BYRNE,	New York	Funeral Home	Steady	124
LOU BYRNE,	New York	Funeral Home	Special	156
CALDWELL,	Oklahoma	General Store	Religious	116
CHAS. CLAYTON,	Penna.	Real Estate	Be Sure You Are Right	188
C. F. GORDON,	New York	Press Corporation	Spirit of America	100
H. F. GROTTTE,	Texas	Funeral Home	Memorial Records	201
H. F. GROTTTE,	Texas	Funeral Home	Acknowledgment Cards	106
HAWKINS,	Michigan	Coal	Home and Garden	171
SAM HAYNES,	Texas	Tool Manufacturer	Spirit of America	150
CLIFF HIGGINS,	Minn.	Hotel	Scenes of My Childhood	124
P. H. KEBOCH,	Penna.	Bank	Business Calendars	100
P. H. KEBOCH,	Penna.	Dairy	Puppy Love	157
P. H. KEBOCH,	Penna.	Funeral Home	Bluebird	161
P. H. KEBOCH,	Penna.	National Bank	Business Calendars	200

Salesman	State	Line of Business	Subject	Amount
P. H. KEBOCH, Penna.	Penna.	Bank and Trust Co.	Business Calendars	\$233
W. EGGLESTON, N. Y.	N. Y.	Savings Bank	My Bonnie	102
R. R. BOND, Wisconsin	Wisconsin	Oil Dealer	Utility Calendars	120
H. M. BUCKLEY, Calif.	Calif.	Manufacturer	Spirit of America	135
M. C. ECKLAND, Michigan	Michigan	Funeral Home	Spirit of America	100
BEN GATLIFF, Kentucky	Kentucky	Nash Motors	Spanky Traffic	100
BEN GATLIFF, Kentucky	Kentucky	Groceries	Spirit of America	160
JIM GILROY, Indiana	Indiana	Funeral Home	Religious Calendars	113
H. F. GROTHE, Texas	Texas	Funeral Home	Acknowledgment Cards	115
SAM HAYNES, Texas	Texas	Bus Line	Joy of Living	171
BILL HERRMAN, Mich.	Mich.	Sash and Screen Co.	Air Pilot	127
SID HODSON, Michigan	Michigan	Coal	My Bonnie	180
J. B. KASPER, Tennessee	Tennessee	Furniture	Joy of Living	100
LEO LEVIN, Utah	Utah	Real Estate, Insurance	Houghton Mill	146
DAN MORRISSEY, N. Y.	N. Y.	Funeral Home	Religious Calendars	101
DAN MORRISSEY, N. Y.	N. Y.	Funeral Director	Religious Calendars	100
A. A. MULDREW, Kansas	Kansas	Furniture	Will Rogers	162
PHILLIPS, Indiana	Indiana	Furniture	Religious Calendars	241
L. D. SANDERS, Missouri	Missouri	Bakery	Fans	122
CRAIG SOHN, Ohio	Ohio	Electric Service	My Blue Heaven	109
GEO. WILKINS, Nebraska	Nebraska	Oil Dealer	My Blue Heaven	100
J. L. MORRISSEY, Ohio	Ohio	State Bank	My Bonnie	113
ISIDOR SIEGEL, N. Y.	N. Y.	Dairy	Spirit of America	151
LOU BYRNE, New York	New York	Funeral Director	Religious Calendars	180
LOU BYRNE, New York	New York	Funeral Home	Religious Calendars	200
LOU BYRNE, New York	New York	Funeral Home	Steady	124
JIM GAMMELL, Mass.	Mass.	Insurance	Guiding Hand	113
JIM GAMMELL, Mass.	Mass.	Auto Body Company	Peekaboo	145
JIM GAMMELL, Mass.	Mass.	Funeral Home	First Snowfall	114
MRS. JAHL, Mississippi	Mississippi	Lumber Company	Sunrise	138
MRS. JAHL, Mississippi	Mississippi	Sand and Gravel	Forever Yours	100
A. H. LARSON, Wisconsin	Wisconsin	Dairy Supplies	Guiding Hand	108
RUDY MADDOX, S. C.	S. C.	Auto Dealer	Will Rogers	145
RUDY MADDOX, S. C.	S. C.	Funeral Home	Spirit of America	100
MISS MELCHER, Wis.	Wis.	Ford Dealer	Houghton Mill	220
BEN BERCOVIT, Penna.	Penna.	Coal	Come Back Here	136
DAN MORRISSEY, N. Y.	N. Y.	Funeral Home	Religious Calendars	181
TOM PERROTT, N. J.	N. J.	Funeral Home	Religious Calendars	193
R. S. PERRY, New Jersey	New Jersey	Insurance	Business Calendars	100
H. F. RICKER, Mass.	Mass.	Funeral Home	Religious Calendars	115
ED SIERER, Washington	Washington	Funeral Home	Religious Calendars	180
ED SIERER, Washington	Washington	Laundry and Cleaner	My Bonnie	147
A. W. THURN, Wisconsin	Wisconsin	Iron Works	Joy of Living	124
E. L. VINCENT, New York	New York	Lumber and Box Co.	Spanky Safety	101
S. E. ADAMS, Colorado	Colorado	Paint and Wallpaper	Playmates	125
HARRY ETTER, California	California	Hatchery	Dennis Dogs	181
KING GERLACH, Florida	Florida	Druggist	Religious Calendars	180
WALT OLSON, Illinois	Illinois	Druggist	News Quiz	150
R. S. PERRY, New Jersey	New Jersey	Funeral Home	Religious Calendars	157
F. M. STEVENSON, Oregon	Oregon	Glass Dealer	Houghton Mill	119
LYNN WALKER, N. C.	N. C.	Furniture	Rah Rah Rah	102
JOE HENDERSON, Ala.	Ala.	Auto Parts	My Blue Heaven	136
JOE HENDERSON, Ala.	Ala.	National Bank	Houghton Mill	110
BILL McNERNEY, Calif.	Calif.	Real Estate	Will Rogers	190
JOHN MUR, California	California	Hardware	Will Rogers	123
JOHN MUR, California	California	Mortician	Religious Calendars	226
JOE HENDERSON, Ala.	Ala.	Laundry	Bluebird Family	192

"--- AND ONE THING MORE

In its issue of January 6th, as you undoubtedly know, TIME magazine selected Winston Churchill as the "Man of the Year." Of course any other selection would have been a travesty. Churchill—and Churchill alone—was THE MAN of the year. He is more than this. He is THE MAN who deserves the thanks of every liberty-loving man and woman in the world for stemming the march of tyranny, and bringing mankind back to its senses.

Will any human being with a drop of red blood in his veins ever forget the ringing words of Winston Churchill when on May 13, 1940 he made his first statement as Prime Minister to the British House of Commons? "I have nothing to offer," said the great "Winnie," "but blood, toil, tears and sweat."

As TIME says, "Those eleven burning words summed up the nature of Britain's war, turned Britain's back on the weaknesses of the past, set her face toward the unknown future."

Then, after reviewing Churchill's record, TIME says this: "He gave his countrymen exactly what he promised them—blood, toil, tears, sweat—and one thing more: untold courage. It was the last that counted, not only in Britain but in democracies throughout the world."

"—AND ONE THING MORE: UNTOLD COURAGE!"

Great, all-seeing, God—how the DEMOCRATIC world needed THAT!

For thousands of years—for century after century—UNTOLD COURAGE had won and defended the LIBERTIES of man. Hundreds and hundreds of times the

COURAGE OF FREE MEN had stood to the brute strength of conquerors, tyrants and despoilers.

Then, tired of war, tired of fighting, tired of everything that takes COURAGE from the free nations of the world—following Versailles—lulled themselves to sleep in the lap of luxury, and dreamt beautiful dreams of a world in which STRUGGLE and EFFORT and COURAGE would never again be needed. All the lessons of history were forgotten; most of the truisms were cast aside; most of the age-old virtues were ridiculed.

No wonder—sound asleep—the democracies woke up TOO LATE. And what did we see? One after another the states of Europe were pushed over; many of them without firing a single shot in defense of LIBERTY, DEMOCRACY and HUMANITY.

Then came Churchill—and Dunkirk. Churchill who sounded the trumpet call of democracy; Dunkirk which proved that FREE MEN are still the most courageous human beings on earth!

"—AND ONE THING MORE: UNTOLD COURAGE!"

Let us never, never, NEVER forget that. If Liberty is worth having, it is worth fighting for; not only on the field of battle but in every walk of life. It is worth fighting for every hour of every day. And, of course, there is no such thing as true liberty WITHOUT democracy. We cannot have the one without the other.

President Roosevelt expressed this thought perfectly when, in his message to Congress, he said this:

RE: UNTOLD COURAGE!"

"As men do not live by bread alone, they do not fight by armaments alone. Those who man our defenses, and those behind them who build our defenses must have the stamina and courage which come from an unshakeable belief in the manner of life which they are defending. The mighty action which we are calling for cannot be based on a disregard of all things worth fighting for.

"The nation takes great satisfaction and much strength from the things which have been done to make its people conscious of their individual stake in the preservation of democratic life in America. Those things have toughened the fibre of our people, have renewed their faith and strengthened their devotion to the institutions we make ready to protect."

There you have it again: "Those who man our defenses, and those behind them who build our defenses must have the STAMINA and COURAGE which come from an unshakeable belief in the manner of life which they are defending."

Then the President said this: "The nation takes great satisfaction and much strength from THE THINGS WHICH HAVE BEEN DONE TO MAKE ITS PEOPLE CONSCIOUS OF THEIR INDIVIDUAL STAKE IN THE PRESERVATION OF DEMOCRATIC LIFE IN AMERICA."

THAT is down OUR alley. It is to do just this that we have published our great

patriotic subjects such as "THEIR PRICELESS HERITAGE," "THE SPIRIT OF AMERICA" and others. These subjects were designed to "MAKE PEOPLE CONSCIOUS OF THEIR INDIVIDUAL STAKE IN THE PRESERVATION OF DEMOCRATIC LIFE IN AMERICA." Therefore, every time you sell one of these subjects you are promoting the very things that President Roosevelt says MUST be promoted.

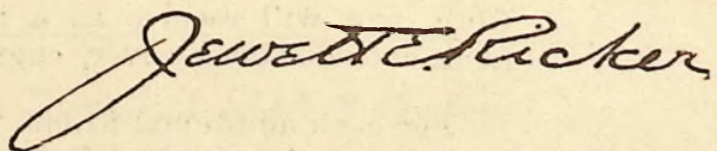
"—AND ONE THING MORE: UNTOLD COURAGE!"

We must have it in THIS country as well as in Britain. We must have it NOW. We must have it in business. We must have it in industry. We must have it in our homes. We must have it EVERYWHERE.

And, in order to have it, we must—first of all—"MAKE OUR PEOPLE CONSCIOUS OF THEIR INDIVIDUAL STAKE IN THE PRESERVATION OF DEMOCRATIC LIFE IN AMERICA."

That's where YOU come in. You can help greatly in this all-important cause by placing "The Spirit of America" and "Their Priceless Heritage" on the walls of the homes, schools, factories, offices, and public buildings of this country.

Keep up your grand work. You are doing a job that MUST be done.



FOUNDER'S AWARD

Years ago, Theodore R. Gerlach, established this Orange Quota Contest.

We have continued it and hope still to carry on with it as long as there is an orange tree in Florida, for this has become one of the finest traditions of our organization.

Each salesman who makes the modest quota assigned to him or her receives a case of these luscious, tree-ripened citrus fruits.

This year the Orange Quota period begins on Thursday, December 26, 1940, and continues through Saturday, March 1st, 1941.

PRESIDENT'S AWARD

BUSINESS REGULARITY is the big factor in successful salesmanship and it has been demonstrated that the salesman who can make a perfect score in January has an excellent start toward a successful year.

In order to encourage business regularity, President MacKeever makes a personal award of a five-dollar hat to every salesman who qualifies by writing business every day during the period beginning on opening day, Thursday, December 26, 1940, and ending Saturday, February 1, 1941.

THOUSAND DOLLAR CLUB

During the Ten-Week period beginning on opening day, December 26th, and continuing through Saturday, March 1st, every salesman who writes a volume of \$1,000 or more in a single week becomes a member of the \$1,000 Club, and will receive as a prize a genuine Paragon Leather order-book cover, engraved with name.

For each additional \$1,000 week during the ten week period, a cash award of five dollars will be made.

SPEAKING OF SQA-3 FOLDERS...

... and they're worth talking about, because they are helping to make selling fun in '41 . . . the little ads shown here are used on the SQA-3 trick fold by some of our customers:

The Correct Answers to 2 of Your Shipping Problems:

On shipments originating in Charlotte specify "SHIP VIA LOWTHER TRUCKING COMPANY."

When your shipments originate at points other than Charlotte, specify that they be routed "IN CARE OF LOWTHER TRUCKING COMPANY AT CHARLOTTE."

YOU GET THE RIGHT ANSWER to every lumber question when you phone ARLington 4300. You don't get Prof. Quiz or Dr. I. Q. on the wire—but you DO get accurate information and expert advice on your most pressing problems. We stock the best lumber procurable—kept right and delivered right. Call us when you want to buy lumber. You'll like Scranton quality—and Scranton service!

QUALITY PRODUCTS

WILL SURVIVE LONG AFTER
"JUST AS GOOD" AND
"DOESN'T COST AS MUCH"
MERCHANDISE IS FORGOTTEN

Use

**TRIPLE T
TIRE TREAD RUBBER**

For the

RIGHT ANSWERS

About

MOTOR OILS AND GREASES

Call on

**CENTRAL LUBRICATING OILS
INCORPORATED**

1234 N. Water, WICHITA, KANSAS

Phone 3-3235

The Trick Fold Helps You Sell SQA-3 Orders!

WHO SAYS THERE IS NO SENTIMENT IN BUSINESS

DEAR MR. MAC KEEVER:

Thank you for sending the Rainbow Fishing Fleet picture. It is a beautiful picture and is appreciated. The previous calendar pictures that you have sent to me have been framed and placed in my home. We look forward to getting them from year to year.

I wish also to thank you for the exceptionally good letter which you wrote under the heading of "Christmas Greetings." Such a letter is refreshing during these seemingly perilous times.

Thank you again.

Very sincerely,

(President Lumber Company.)

* * *

DEAR MR. MAC KEEVER:

The beautiful calendar and your timely letter were both received. Thank you for your thought of me.

With best wishes for the New Year, I am

Very truly yours,

(President Lithographing Company.)

* * *

DEAR MR. MAC KEEVER:

You will kindly pardon my apparent tardiness in thanking you for your lovely calendar. It is surely one of beauty and I am thankful to you for your thoughtfulness. I always look forward to receiving your calendar and also the beautiful letter. I am frank to say your message was beautiful and I have read it many times.

We have enjoyed our pleasant relations with your company and have always been pleased with your merchandise. We enjoy, too, our pleasant friendship with your Mr. Robinson. We find him very courteous and helpful at all times.

Again thanking you and with every good wish for the New Year, I am

Most sincerely,

(Funeral Director.)

DEAR MR. MAC KEEVER:

Thank you for your good wishes—also the very beautiful sentiment expressed in your Christmas Greetings.

Words are inadequate in trying to describe the loveliness of your calendar "The Rainbow Fishing Fleet," and it will be placed in a very prominent place in my living room.

My many thanks and appreciation for the calendar, and hope in the near future I have the pleasure of meeting you and thanking you personally.

May the incoming year, bring you good health, happiness and prosperity.

Yours very truly,

(President Hotel.)

* * *

MY DEAR MR. MAC KEEVER:

I wish to thank you very sincerely for your fine Christmas letter, and beautiful calendar showing "The Rainbow Fishing Fleet," by Rudolf Negely. Your letter carries a splendid message of friendship and peace. I am sure that the recipients believe with you that the Divine Ideal of Christmas should prevail and bring peace to all the world. Our hopes and prayers are toward that end.

Your cordial wishes for 1941 are heartily reciprocated!

Yours very truly,

(Treasurer Machinery Manufacturing Co.)

* * *

DEAR SIR:

We wish to express to you our sincere appreciation for the beautiful calendar that was just received.

With our best wishes to you and all your people for the New Year, we remain

Yours sincerely,

(Insurance Agent.)

* * *

DEAR SIR:

Permit me to express my thanks and appreciation for your kind Christmas remembrance.

It is not only the tangible evidence of friendship that is appreciated, but the sentiment that goes with it that gives one deep satisfaction.

Please accept my best wishes for A Happy and Prosperous New Year.

Sincerely yours,

(Superintendent Hospital.)

WILLIAM LINCOLN & CO.

LESTER B. HOLDEN, Agent

Representing Commercial Union Assurance Co., Ltd.

8 BACON STREET

WARREN, MASSACHUSETTS

December 30, 1940

MR. JAMES W. HATCH,
142 Main Street,
Spencer, Mass.

Dear Mr. Hatch:

This is to inform you that after viewing the 1942 Safety Calendar, which group I purchase each year for distribution among my clients, I find it to be one of the best set-ups it has been my pleasure to see. The subject of the picture compares extremely well with that of 1941. The title of the picture, "Be Sure You Are Right, Then Go Ahead," I find exceptionally well chosen. More than half of my large calendars are distributed in each and every room of the local schools, and many compliments have been paid this office.

You, as representative of The Gerlach-Barklow Company, sold me calendars for the first time two years ago, and you will remember my saying that so good had been the service and relationships between your company and this office that in the future you would receive an exclusive annual order.

Thank you for past favors, and I wish you a prosperous and happy New Year.

Very truly yours,

WM. LINCOLN & CO.
Lester B. Holden, Agent

A LETTER WORTH SHARING!

**But You Will Have to Read It a Couple of
Times to Get All the "Meat" It Contains**

DEAR MR. J—:

January 3, 1941.

Mr. McWilliams tells us something of your problem in the matter of your calendar campaign. If I understand him correctly, some of your representatives seem to take an indifferent attitude about the use of calendars.

In a way I can understand their feelings. Perhaps it is because they do not fully understand the function and purpose of the calendar as an advertising medium. I will try to explain.

Calendars do not make sales. They just make it easier to sell. That is all any advertising is intended to do. One cannot just put his advertising dollar in a hopper and expect to grind out profits without further effort. It requires the closest kind of cooperation on the part of the advertiser to make it succeed.

Here is an unusual case that illustrates the point. A number of years ago one of our customers, an old line life insurance company, that, like you, bought billboard calendars as well as small calendars, received a request from an agent in Detroit for 50 extra "jumbos." He took these calendars out personally and distributed them on "cold turkey" calls, in offices where he was a perfect stranger. The distribution gave him an opportunity to make friendly acquaintances, but he didn't stop at just hanging the calendars. He followed through by making future calls, with the result that in a comparatively short time he had written forty-eight policies in those offices.

That was a remarkable record, but it shows what can be done by cooperation. If your men will follow the same plan, placing your Safety First calendars with the kind of people who should be buyers of your type of insurance, then follow up by contacting these same folks frequently, they will find it much easier to write policies. This kind of distribution offers an opportunity to make friends. It breaks the ice. It is a door-opener. They get to know the salesman and if he is the right sort of man they will like him. Then it's up to him to cultivate that liking and secure confidence which should result in more business.

The calendar in the homes, in public places, is a year-around reminder of the agent and his company.

Already the distribution of your Safety Calendars during the past five or six years has built a definite prestige for your Association and for the men who represent you. To discontinue this advertising campaign would mean a distinct loss to you and to them.

It seems to me if you can impress upon your men that every time they make a friend they grow a little, and that their faithful cooperation in the distribution of these splendid Safety Calendars will help to make and keep friends, they will no longer be indifferent to this time-tried method of advertising.

In a sense this is a selfish letter. We want your order, but I can assure you we do not want it unless the proper use of what you buy from us will render a worthwhile service. I hope what I have said will help to secure the cooperation of your representatives and that you will find it profitable to long continue the use of our Safety Calendars.

Very truly yours,

E. J. BARKLOW.

EARLY BIRDS OF FORTY-ONE

A Ten Weeks contest starting December 26th, 1940, and running to March 1st, 1941. Twenty-five cash prizes will be awarded.

Prizes will be awarded for performance, based on volume of business and number of orders. We have divided the sales force into two classes, Seniors and Juniors. Seniors are those who have represented the Gerlach-Barklow Company prior to December 26th, 1939, or who have had previous calendar selling experience. Juniors are those who have joined our organization since December 26th, 1939, who have not had previous calendar selling experience.

	Points
VOLUME	75 %
NUMBER OF ORDERS	25 %

There will be prizes awarded to the 20 highest ranking Seniors and five highest ranking Juniors, as follows:

Seniors	
First Prize	\$100.00
Second Prize	75.00
Third Prize	50.00
Fourth Prize	45.00
Fifth Prize	40.00
Sixth Prize	35.00
Seventh Prize	30.00
Eighth Prize	25.00
Ninth Prize	25.00
Tenth Prize	20.00
Eleventh Prize	20.00
Twelfth Prize	15.00
Thirteenth Prize	15.00
Fourteenth Prize	15.00
Fifteenth Prize	15.00
Sixteenth Prize	10.00
Seventeenth Prize	10.00
Eighteenth Prize	10.00
Nineteenth Prize	10.00
Twentieth Prize	10.00
	<hr/>
	\$575.00
Juniors	
First Prize	\$50.00
Second Prize	40.00
Third Prize	30.00
Fourth Prize	20.00
Fifth Prize	10.00
	<hr/>
	\$150.00

The following rules will govern this contest: Contest began Thursday, December 26th, and ends Saturday, March 1st. No business received in envelopes postmarked later than March 2nd will be counted. Reports must be mailed daily or not less than semi-weekly. Only complete orders ready for manufacturing will be counted. Low-priced commercial specials will not be counted.

CONSISTENCY AND CONSTANCY ARE A GOOD TEAM

Back in 1937, our Mr. A. McWilliams who takes care of our interests and the interests of our good friends and customers down along a portion of the Mason-Dixon Line, wrote an order for a complete advertising campaign for a jeweler, selecting as his subject the Will Rogers picture in indoor billboards, hangers, art mounts and foldover deluxe greeting calendars.

Now historians tell us that Will Rogers was born in Oklahoma and NOT in Maryland, yet notwithstanding this fact, Mr. McWilliams wrote an order amounting to \$315.75 and the jeweler signed it.

In 1938 the customer bought the then current Will Rogers subject, using the same complete campaign again—this time for \$357.

In 1939 he again bought the new current subject and bought the same campaign again in 1940.

Today Mr. McWilliams informs us that he saw his good jeweler customer by special appointment on New Years Day and encloses the new order which again amounts to \$344.

If there is any one quality which we desire more than another in our jeweler, it is DEPENDABILITY and this jeweler has become well known through his Will Rogers calendars as THE DEPENDABLE JEWELER.

While A. McWilliams is proud of the fact that in the four years his sales to this jeweler amount to almost thirteen hundred dollars, he is even more proud of the fact that he has rendered the customer a real service that has repaid the customer many times over.

It may interest you to know that previous to the time this jeweler was induced by McWilliams to invest in the complete Will Rogers campaign, his calendar investments averaged about \$50 a year—and the best part of our story is the fact that the customer is just as well pleased as are McWilliams and ourselves.

MEMPHIS CALENDAR TO VISIT ENGLAND

It's about time for another mail day in the column, so here goes.

The first thing we pick up is a note from Joe Forbis, of the Forest Hill Dairy, in which he incloses a letter the dairy has received from England. Memphians are receiving lots of letters these days from relatives, friends and acquaintances in the bomb-blasted "tight little isle," but to me this is the most interesting--most dramatic--of them all.

Most of the letters, as you know, deal with the war. They tell how the British are standing up in the rain of death, how life flows on despite the holocaust, how the writers, as individuals and as family groups, are faring.

But this letter to Forest Hill, it's different. It tells all that the other letters tell--but in an entirely different way. Here it is--

"Dear Sirs: I lived in Memphis many years and while there was a customer of your dairy. I have year 1940 calendar with me here in England would be very grateful if you would send me one for 1941. My address in Memphis was 850 N. Belvedere. You can look up my accounts. I always received two calendars. Please be good enough to send them to me. When I return to Memphis shall be glad to continue my account with you. My driver was Mr. Dugan. I am very proud of my Memphis calendar and shall be most grateful to you for this favor. Yours truly, Mrs. W. J. Christy, The Bungalow, Market Square, Kirkby Stephen, Westmorland, England."

Note: Two calendars are on their way by Clipper mail.

The attached clipping came out in the afternoon Memphis paper. Thought you might be interested.—(MRS. A. C. JAHL)

**YOUR "PRICELESS HERITAGE" CUSTOMERS WILL
RENEW ALMOST 100% WITH THE NEW
"SPIRIT OF AMERICA"**

DEAR MR. BARKLOW:

Attached is order from Porter Loring for Spirit of America. The R4 posters are to be placed in factories, warehouses, etc., in San Antonio and the AM20 posters are for business distribution. We are going to adopt the same plan of return postcards, so I will be glad to send you these when they are received after the distribution.

This is of course Mr. Loring's first order for Spirit of America and I look for several increases from him on same, during the course of the year.

I may add that there was no "selling" attached to this order. He merely looked and looked, without saying a word, then said, "It's a masterpiece—what is your plan of distribution?" The rest was easy. Incidentally he was quite "tickled" over the two pages in our Year Book.

Yours truly,

JOHN L. SMITH

Please refer to your copy of the Gerlach-Barklow Year Book and read the sensational patriotic campaign which Porter Loring put over in such a big way last year. You'll find the story on pages 56 and 57 of the Year Book.

The above letter from salesman John L. Smith tells how easily he secured a \$250 order for "The Spirit of America" from Mr. Loring and of how confident he is that he will secure several increases from Mr. Loring throughout the year.

What John Smith and Porter Loring did with "Their Priceless Heritage" should be a source of inspiration for us all. Porter Loring's plan of distribution was a big factor in the success of his campaign and will be so again in connection with his distribution of "The Spirit of America."

We owe it to every one of the many hundreds of our good friends who bought "Their Priceless Heritage" last year to give them an opportunity to distribute "Spirit of America" this year.

Let's keep faith with those friends and customers.

THE SPIRIT OF AMERICA

Excerpt from a Speech by Woodrow Wilson, delivered
January 29, 1916 at Pittsburgh.

WE WANT the spirit of America to be efficient; we want American character to be efficient; we want American character to display itself in what I may, perhaps, be allowed to call spiritual efficiency—clear, disinterested thinking and fearless action along the right lines of thought. America is not anything if it consists of each of us. It is something only if it consists of all of us; and it can consist of all of us only as our spirits are banded together in a common enterprise. That common enterprise is the enterprise of liberty and justice and right. And, therefore, I, for my part, have a great enthusiasm for rendering America spiritually efficient.

* * *

Gerlach-Barklow's "Spirit of America" is a great illustration of the efficient spirit Woodrow Wilson eulogized. We Americans—all of us—still want the spirit of this great nation to be efficient, especially now when we are banded together in the common enterprise of liberty and justice and right!



*No symbol save the Cross
epitomizes so much suf-
fering and devotion or
radiates more hope than
Our Flag*

(Thanks to Jack Saunders)

BOARD OF EDUCATION
CITY OF LOS ANGELES

MR. C. W. FISK
Hollywood, California

Dear Mr. Fisk :

In behalf of the schools receiving the All-American Calendar through the courtesy of Studebaker Automobile dealers, may we express our sincere appreciation of this splendid contribution to Americanism in the Los Angeles schools.

We shall inform the principals of the schools listed that they may expect the calendars within the next two weeks.

Sincerely yours,

BRUCE A. FINDLAY, Supervisor.